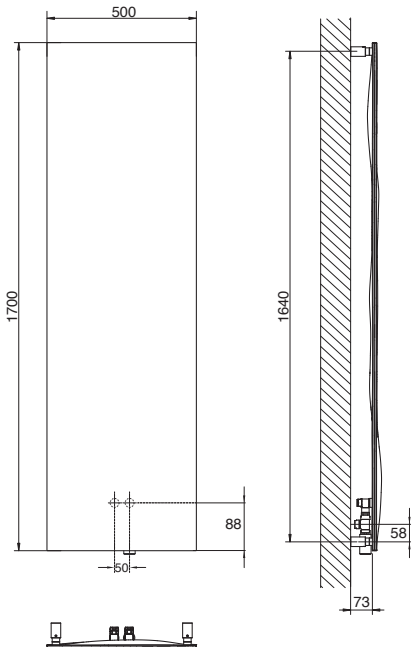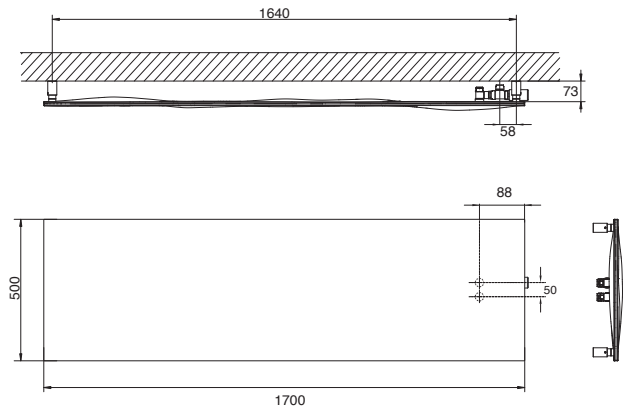BLOW®